

# Her-Place Charitable Trust

## Fundraiser Pack *Business*





Kate Blakemore  
Founder / CEO

# Her-Place Charitable Trust

A future where every woman and girl is encouraged, inspired, and empowered to realise HER unique potential and to live a life full of purpose, and fulfilment.

At Her-Place Charitable Trust, we are dedicated to supporting women and girls at every stage of their lives. Our work is rooted in the belief that all women, regardless of their background or circumstances, deserve access to safe spaces, mental health support, and opportunities to grow. Formerly known as Motherwell Cheshire, we've evolved to reflect the broader and more inclusive work we now do. From wellbeing groups and peer mentoring to one-on-one counselling and youth support, our services are designed to meet the real and complex needs of the women and girls we serve.

We know how powerful it can be when women feel heard, supported, and empowered and that's why our work must continue. Every day, we see the difference a trusted space can make: in a young girl finding her voice, in a mother rebuilding her confidence, or in a survivor reclaiming her future. But we can't do it alone. Continued support and funding are vital to help us reach more women, expand our services, and build a future where every woman and girl has the tools, strength, and community to thrive. We are an independent charity and we do not receive government funding, so we rely entirely on donations, fundraising, and community support to keep our work going.



## FlourisHER



Eradicating health inequalities and amplifying women's voices in Cheshire and beyond with the aim of improving physical and mental wellbeing outcomes.

## Inspire HER



Eradicating health inequalities and amplifying young women's voices in Cheshire and beyond with the aim of improving physical and mental wellbeing outcomes.

## Believe In HER



We empower mums navigating social care systems to have their voices heard, believed, and respected.

## Community



Creating a thriving, sustainable community where people come together to share, reuse, and repurpose resources, reducing waste and fostering a culture of connection and support.

# HER Impact

April 24-25



**797** hours of counselling  
were provided.

every **£1** spent  
with us results in  
**£43.29**  
delivered and/or  
saved.



**60**

children were  
prevented from  
being taken  
into care.

**489** women and **308**  
girls were supported with  
their mental health



**4498** items were given out  
including school uniform, baby items,  
sports kits, toiletries and sanitary products.

**266**  
people gained a Level 2  
qualification or above  
through the free  
training we offer.





## A **£100** donation would....

Supply sanitary products for 30 women  
and girls.

or

Provide basic school uniform for four children.



## A **£500** donation would....

Provide complete school uniform packages for 10  
children.

or

Enable a woman to receive support through our  
counselling service.



## A **£1000** donation would....

Fund a recovery toolkit workshop which supports  
survivors of domestic abuse.

or

Provide complete school uniforms for 20  
children.



## A **£5000** donation would....

Enable 10 women to receive crucial support  
through our counselling service

or

Supply 1500 women and girls with free sanitary  
products.



# Fundraising Ideas

## Dress Down or Fancy Dress Day

Looking for a quick, easy way to fundraise?  
Allowing employees to wear casual clothes or a themed costume to work if they pay a donation is a great way to raise money!

## Lunchtime quiz or bingo

Hosting a quiz or bingo game during lunch will excite your employees and by charging an entry fee you can raise money for a good cause! Entice people to get involved by offering a small prize.

## Office Olympics

Why not combine fundraising and team building?  
Set fun physical (or desk based) challenges and make a mini tournament for your employees. Offer winners a longer lunch break to increase engagement.

## Silent Auction

A great way to raise money is by hosting an Auction offering goods, services (e.g. "CEO for a day"), or staff talents (like cake-making, car washing).  
How much would you pay to be in charge for a day?

## Customer Involvement Campaign

Engaging customers in your fundraiser is a great way to show your company's values. Add a donation option at point of sale (online or in-store), or donate a % of a product's sales for a day/week.

### Company Walking Challenge

A fundraising event perfect for May – National Walking Month. Ask teams to compete and see who can walk the most steps in a week or month. Teams can get sponsored or pay to enter.

### Swear Jar/ Buzzword Jar

Dependant on your workplace you can make team members “pay the jar” every time they say a swear word, chosen word or phrase.  
What jargon is used most in your office?

### Corporate Challenge

Getting involved in your local community is important for any organisation. Sign up a team for a public challenge e.g. 10k run, cycling event, sponsored walk, or obstacle course.

### Networking Event

Host a networking event and invite partners, clients or customers. You can charge for tickets or ask for donations at the event.

### Reverse Raffle

A great way to engage your employees and raise money for your chosen charity. Everyone gets a free ticket and people donate to avoid being picked for a funny task (like singing in a meeting).

### Charity of the Month

Dedicate one month to raising money through various small office events such as a bake sale or fitness challenge. A great way to incorporate lots of ideas and perfect for larger organisations.

## SETTING A DATE

## HOW TO BEGIN

Not sure where to start? You're not alone! Picking a fun and effective fundraising idea can be tricky, so we've got some favourites to help you get inspired. Feel free to make them your own! Tweak, twist, or totally transform them to fit your business and your cause.

Got your idea? Great! Now it's time to pop it in the diary. Choosing the right date can make all the difference, think about what suits your business, avoids clashes, and gives you time to plan. A little forward thinking now means a lot less stress later!

## HOW TO REGISTER

Let us know what you're planning, we'd love to hear about it! Registering your fundraiser is quick and easy, and it means we can support you every step of the way. Plus, we'll send you any materials you might need to help make it a success. To register please contact [events@her-place.co.uk](mailto:events@her-place.co.uk)

# TIPS



## TARGETS

A clear target can keep you focused and give your supporters something to aim for. Whether it's £500 or £5,000, every pound counts. Break it down, set milestones, and don't be afraid to dream big – we're cheering you on all the way!

## ENGAGEMENT

Shout it from the rooftops (or at least your socials)! Let people know what you're doing and why it matters. Share updates, photos, and milestones – the more you post, the more people will get involved. Your passion is your best publicity. We will happily post your fundraiser on our pages too!

## CELEBRATION

You did it! However big or small your event or total, your support means the world. Don't forget to take a moment to celebrate your hard work – and let us celebrate you, too. Share your story, tag us, and inspire others to get involved!

# Setting up

## Go Fund Me

Set up your GoFundMe page to make fundraising easy and accessible for your friends, family, and community. Start early to give your campaign plenty of time to grow! Be sure to add a clear profile picture, a compelling story explaining why you're raising funds, and set a realistic goal to inspire supporters. Keep your donors engaged by posting regular updates and sharing your page link across your social networks. The more personal and transparent you are, the more people will want to get involved!

## Facebook

Create a Facebook fundraiser to quickly spread the word and make it easy for people to donate. It only takes a few minutes to set up, and donations go directly to the charity.

To help your fundraiser stand out, write a short message about why the cause matters to you, add a photo, and set a fundraising goal. Keep your supporters engaged with regular updates and share the fundraiser link often to keep the momentum going.

## JustGiving

Create a JustGiving page to make it easy for your friends and family to support your fundraising efforts. The sooner you get it going, the more time you'll have to build momentum. To help your page stand out, try adding a profile photo, a clear description of your cause, and set a fundraising goal. Don't forget to keep everyone updated with regular messages and share the link often to keep the support coming!





# FAQ'S



## How will you use the money I've raised?

The money raised from the event will go towards our various projects, which support the mental health and wellbeing of local women and girls.



## Can we choose how we want to fundraise, or do we need to follow a set format?

Absolutely, you're free to fundraise in a way that suits your team best. Whether it's a bake sale, a team challenge, dress down days, or something unique to your business, we welcome all creative ideas.

## Are there any legal or safety rules I need to follow?

Yes. If you're holding a public event, you may need insurance, permission from your local council, or to carry out a risk assessment.

## Will the charity support us with materials, promotion, or fundraising advice?

Yes! We can provide posters, templates, logos, and social media assets to help promote your fundraiser. Our team is also available to offer advice and support you throughout your campaign, just get in touch.

## I have a specific question about the event, what do i do?

You can get in touch with the Her-Place Charitable Trust team via: [Events@her-place.co.uk](mailto:Events@her-place.co.uk) / 01606 557 666 / 07496 160 930





# GETTING YOUR MONEY TO US



## Cash



After completing the fundraiser, if you have decided to collect your donations in cash please bring it to one of our hubs.

Her Hub Crewe - 54-64 Beech Drive, Crewe, CW2 8RG

Her Hub Winsford - 15-17 Finsbury Walk, Winsford, CW7 2YA

Please check opening times before attending to deliver donations



## Online



If you would like to donate the money you have fundraised online you can do so by: Using our donation link below..

<https://her-place.co.uk/donations/2543/>

or contacting the Her-Place Charitable Trust team who can provide bank details for the funds to go to.



## Cheque



Once the fundraiser is complete you can choose to deliver the donations via cheque, in which case please bring or post to one of our hubs. Please check opening times.

Her Hub Crewe - 54-64 Beech Drive, Crewe, CW2 8RG

Her Hub Winsford - 15-17 Finsbury Walk, Winsford, CW7 2YA



**Her-Place**  
Charitable Trust





# Her-Place

Charitable Trust



Her-Place Charitable Trust



Herplace2025



Her\_Place0



Her-Place Charitable Trust

## Her-Place

Charitable Trust

07496 160 930

01606 557 666

Events@her-place.co.uk

54-64 Beech Drive, Crewe, CW2 8RG

15-17 Finsbury Walk, Winsford CW7 2YA